Course Description

Department
13 General and Interdisciplinary Studies

Course title
Global Digital Entrepreneurship

Hours per week (SWS)
2

Number of ECTS credits
2

Course objective
Students can explain how certain methodologies and theories can be applied in the digital innovation process. They can work in teams and present their ideas.

Prerequisites

Recommended reading

Teaching methods
Teamwork, lectures, presentations, coaching, discussions.

Assessment methods

Language of instruction
English

Name of lecturer
Prof. Dr. Daniel Ittstein

Email
daniel.ittstein@hm.edu

Link

Course content
Successful entrepreneurship depends very much on curiosity, drive, entrepreneurial risk-taking, attitude and execution-ability in interdisciplinary teams. Although, there is not just one viable way to start a digital business, various methodologies and theories can support the execution of building a digital business. In the course, the main focus lies on global business innovation based on a real business challenge in the digital space (e.g. artificial intelligence). Teams will work in their pace and mostly independently to ideate, validate, model, calculate, and sell their potential business idea.

Remarks
Regular participation is obligatory. Lecture, reading material and simulation will be in English.
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